

PERSONAL INFORMATION

Milica Kovacevic



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Sex Female | Date of birth 24/10/1983 | Nationality Montenegrin

WORK EXPERIENCE

2008- **Teaching assistant**

Mediterranean University - Faculty of Business Studies, Podgorica

- Teaching several Marketing and Management subjects (Basics of Marketing, Basics of Management, Human Resource Management, Marketing communication, PR management, Business Marketing);
- Coordinating post-graduate studies: organizing classes, mediating between professors and students, analysis of the success results, including statistical analysis, writing recommendations, etc.;
- Scientific work - writing scientific papers, conducting research, participating in different conferences, seminars, etc.;
- Writing development and communication strategies, conducting studies, organizing seminars and education for various clients.

Business or sector Cathedra for Marketing management

2006- **PR and Project Manager**

Red Cross of Montenegro - Podgorica

- Public Relations - regular managing of Red Cross internal and external communication and collaboration with different stakeholders in order to promote and advocate Red Cross image and provide support needed for project implementation;
- Managing programmes implemented in cooperation with the European Union, and coordinating different projects implemented in cooperation with the International Federation of Red Cross and Red Crescent Organisations, Red Cross International Committee, national societies, etc - management of the projects from the initial stage of writing project proposals, through project implementation, to reporting and evaluation.
- Event management - organisation of seminars, education, fundraising activities, etc.
- Conducting research needed; writing organizational and programmatic plans and reports; preparing development and communication strategies, etc.

Business or sector Communication sector

EDUCATION AND TRAINING

November 2014- **PhD candidate**

Mediterranean University – Faculty of Business Studies, Podgorica

- Course: Marketing management
- Average grade in Marketing Course: 10

2006-2013 **Master of Economy**

University Montenegro - Faculty of Economics, Podgorica

- Course: Marketing
- Average grade in technical subjects: A
- Master thesis: "Specificities of marketing in non-profit organizations"

2002-2006 Diploma in Economics

University Montenegro - Faculty of Economics, Podgorica

- Average grade in Marketing Course: 10
- Diploma thesis: "Strategy of Marketing in non-profit organisations, with special reference to Red Cross Montenegro"

PERSONAL SKILLS

Mother tongue(s) Montenegrin

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C1

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user
[Common European Framework of Reference for Languages](#)

Communication skills

- Good communication skills,
- Work in groups with different structure,
- Team work.

Organisational / managerial skills
 Job-related skills

- Planning skills,
- Implementation of activities according to plan,
- Organisation of seminars, conferences, workshops and other events,
- Coordination of activities and team members.

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Basic user	Basic user

Levels: Basic user - Independent user - Proficient user
[Digital competences - Self-assessment grid](#)

- Microsoft Office package (Word, Excel, Power Point,...),
- JOOMLA technics,
- Experience in web-site maintaining.

Other skills ▪ Responsible.

Driving licence B

ADDITIONAL INFORMATION

Publications
Presentations
Projects
Conferences
Seminars
Honours and awards
Memberships
References
Citations
Courses
Certifications

Publications:

- “Public involvement as a basis for good decision making” (International Conference ICQME 2016, Petrovac),
- “New Marketing Paradigm for Small and Medium-sized enterprises” (International conference “Management 2014”, Belgrade, Serbia, 2014)
- “Spatial Urban Plans as a Base for Agribusiness Development” (Agrimba Congress, Budva, 2013),
- “The role of institutional investors in corporate governance and sustainable development” (EEE conference, Belgrade, 2013),
- “Media Canibalisation” (Media dialogues, Montenegro, 2012),
- “Promotion of tourism in the function of business development of Montenegro” (International Conference “Tourism and Sustainable Development – challenges and possibilities”, Ulcinj, 2011),
- “The influence of the media on customer behaviour” (Media dialogues, Montenegro, 2011).

Studies:

- Feasibility study: “Investment in Food Production and Solar Power Generation”, 2014.
- Study: “Aqua Monta - Strategy for sales improvement with brand analysis”, BAS programme, 2011.

Courses and seminars:

- Leadership seminar,
- Communication Seminar,
- Seminars on Reporting,
- Project Writing (EU funds) course,
- Mediation in Conflicts, etc.

Memberships:

- Member of the Sub commission for Law and Economy of the Ministry of Education,
- Member of the Governing Board of the NGO Institute for Socio-Economic Analysis.

ANNEXES

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